Competing Through Experience: The Influence of Word of Mouth, Atmosphere, and Location on Consumer Purchasing Decisions in Kediri's Gang Skena Cafés

Davana Recxy Gonzales[1], Erwin Syahputra[2]

Abstract:

This study aims to analyze the influence of Word of Mouth (WOM), Cafe Atmosphere, and Location on Purchasing Decisions in the Gang Skena Area of Kediri City. The phenomenon of increasing numbers of cafes and tight competition requires business actors to understand the factors that determine consumer purchasing decisions. This study uses a quantitative approach by distributing questionnaires to cafe consumers in the Gang Skena area of Kediri City. Samples were taken using non-probability sampling techniques, with data analysis using multiple linear regression analysis processed through statistical software. The results of the study indicate that the variables Word of Mouth, Cafe Atmosphere, and Location partially have a positive and significant influence on Purchasing Decisions. Furthermore, simultaneously, the three independent variables (Word of Mouth, Cafe Atmosphere, and Location) together have a significant influence on Purchasing Decisions. The contribution of the influence of the three variables is 68.3%, while the remaining 31.7% is explained by other factors outside this research model. The conclusion of this study is that Word of Mouth, Cafe Atmosphere, and Location are important factors that significantly influence consumer purchasing decisions in cafes in the Gang Skena area of Kediri City, both individually and collectively.

Keywords: *Word of Mouth, Cafe Atmosphere, Location, Purchasing Decisions*

1. Introduction

In recent years, the existence of cafes or coffee shops has undergone a significant change in function. No longer just a place to enjoy a drink, cafes have now become important social spaces, especially for young people. Many young people choose cafes as a place to gather, discuss, work flexibly, or even just find a new atmosphere in the midst of their daily activities. This change in consumption patterns has encouraged the growth of cafe businesses in various cities, including Kediri. In this city, cafes have begun to emerge with concepts that suit the tastes of the younger generation, from aesthetic interior design, a relaxed atmosphere that supports social

---

[1] *Universitas Islam Kadiri-Kediri, Indonesia. davanagonzales20@gmail.com*
[2] *Universitas Islam Kadiri-Kediri, Indonesia.*

activities, to services designed to create a memorable experience. In many cases, consumers' decisions to visit a cafe are not only influenced by the products offered, but also by the comfort of the place, the atmosphere of the environment, and the social interactions that can be built in it.

One of the areas that reflects the development of the hangout culture in Kediri City is Gang Skena. Located on Jl. Pahlawan Kusuma Bangsa, this area used to be just an ordinary residential alley that was not commercially prominent. However, in recent years, Gang Skena has undergone significant changes and developed into one of the favorite gathering points for young people. Along this alley stands a row of cafes with aesthetic, minimalist, and contemporary design concepts, which specifically target the tastes of the younger generation, especially students. The uniqueness of Gang Skena lies in its unusual atmosphere, hidden from the main road, but actually gives it its own appeal. This makes this area not only a place to enjoy coffee, but also an informal social space that supports relaxing activities, chatting, and interacting between visitors.

Although the number of visits to this area is relatively high, the challenges faced by business actors are no longer limited to attracting consumers, but rather how to maintain their interest so that they continue to make repeat purchases. The tight competition between cafes, especially because of their close location, requires entrepreneurs to identify key factors that drive consumer purchasing decisions. Several previous studies have shown that variables that consistently influence purchasing decisions in the F&B industry are word of mouth (WOM), cafe atmosphere, and strategic business location. Word of mouth is considered one of the most credible and effective marketing tools because it involves direct experiences shared between individuals (Kotler & Keller, 2016). Positive recommendations have great potential to shape consumers' perceptions of a cafe's quality and comfort, while negative impressions may quickly damage its reputation.

In addition to WOM, the atmosphere aspect also contributes significantly to consumer comfort and satisfaction. Based on the Stimulus-Organism-Response (SOR) theory (Kumar Mishra et al., 2022; Donovan et al., 1994), physical elements such as lighting, background music, layout, and cleanliness can influence emotions and ultimately determine visitor behavior in making purchases. Furthermore, a strategic location also plays an important role in attracting consumer attention. According to Kotler and Keller (2016), locations that are easy to reach, in busy areas, and close to social activity centers have a higher chance of driving purchasing decisions.

Despite the growing number of studies that highlight WOM, atmosphere, and location as influential factors in consumer decision-making, there remain contextual gaps. Prior research has largely focused on metropolitan areas such as Jakarta (Inanta, Elwisam, & Digdowiseiso, 2023), or investigated store atmosphere and WOM within a more general retail or hospitality context (Harini, 2023; Al-Kilani et al., 2021). Other studies emphasize café preferences without directly linking them to decision-making models in highly competitive clusters like Kediri's Gang Skena (Maritsha, Wijaya, Kusuma, Dania, & Puspita, 2025). Moreover, much of the literature addresses

electronic word of mouth (e-WOM) in digital platforms (Anastasiei, Dospinescu, & Dospinescu, 2025; Usiña-Báscones, 2024), or examines WOM intention in fast-food or broader hospitality industries rather than cafés with unique cultural positioning. Similarly, while recent scholarship highlights the role of nature-based cafés in shaping consumer well-being and behavior (Quan, 2025), studies have yet to explore urban alley cafés like Gang Skena that thrive in hidden, community-driven environments. Finally, existing research often combines atmosphere with other variables such as product quality and satisfaction (Rafika & Yulhendri, 2020), but rarely isolates the interplay of WOM, café atmosphere, and location as a joint determinant in semi-urban café ecosystems.

This study offers two main contributions. First, it situates the analysis within the unique socio-cultural context of Gang Skena in Kediri City, an emergent café hub that has not been previously investigated in the literature. Second, by integrating WOM, café atmosphere, and location into a single model of purchasing decisions, the research advances understanding of how these variables collectively influence consumer behavior in small-scale yet highly competitive café clusters. Unlike previous studies focusing on metropolitan or digital contexts (Harini, 2023; Inanta et al., 2023; Anastasiei et al., 2025), this research highlights the dynamics of consumer decision-making in a hidden but vibrant café alley, thereby enriching both practical implications for business actors and theoretical contributions to marketing and consumer behavior studies in the coffee shop industry.

2. Theoretical Background

Purchase Decision
Purchase decision is one of the main aspects of consumer behavior that is the focus of attention in the field of marketing. According to Kotler and Keller (2016), a purchase decision is a stage in the decision-making process where consumers actually choose to buy a particular product based on various rational and emotional considerations. This decision is influenced by a series of internal factors such as motivation, perception, and attitude, as well as external factors such as recommendations from others (Word of Mouth), environmental atmosphere, and the location of the product or service. Furthermore, purchasing decisions in the service sector such as cafés are complex because they not only consider product attributes but also the quality of the overall experience. This is in accordance with the theory of Kumar Mishra et al. (2022) in Stimulus-Organism-Response (SOR), where the physical environment can trigger emotional reactions in consumers which then drive purchasing decisions. Several empirical studies support this view. For example, Nurcahyo and Khasanah (2016) as well as Nurcahyo and Haryanto (2019) found that location, service quality, and word of mouth significantly affect consumer purchasing decisions. More recent research also strengthens this perspective, such as Fitriyasari et al. (2022), Oktavianingsih and Rusham (2022), Millah and Sujani (2024), and Kamil et al. (2023), who confirmed that word of mouth, location, and service quality are strong predictors of purchase decision in the café and restaurant industry.

Word of Mouth (WOM)

Word of Mouth (WOM) or word-of-mouth communication has long been recognized as one of the most effective forms of promotion in influencing consumer behavior. Kotler and Keller (2016) define Word of Mouth as informal communication between consumers regarding the characteristics, experiences, or benefits of a product or service. WOM is considered to have a high level of credibility compared to traditional advertising because recommendations come from trusted parties (Widyastuti & Said, 2017). The influence of WOM not only occurs during the initial consideration of a purchase, but also affects long-term customer loyalty. In the context of the café business, WOM has a very strategic role. Customers who are satisfied with the atmosphere, products, or services of a café tend to tell their positive experiences to their friends, family, or social community, either verbally or through social media. According to the Social Communication Model theory (Arndt, 1967), Word of Mouth can accelerate the spread of information and form a brand image organically in the social community. Especially in today's digital era, WOM has developed through electronic Word of Mouth (e-WOM), which expands the reach of consumer influence (Fitriyasari et al., 2022; Gultum Miranda, 2021). Research in Indonesia also supports this, such as Chandra et al. (2022), Liswandany et al. (2022), and Millah and Sujani (2024), who found WOM to be a dominant factor in influencing purchasing decisions at cafés.

Café Atmosphere

Based on the Stimulus–Organism–Response (SOR) theory proposed by Kumar Mishra et al. (2022), the physical atmosphere of a place can stimulate emotional reactions of consumers (organisms), which ultimately influence behavioral responses, such as the desire to buy or linger in that place. Stimuli in the form of lighting, music, aroma, cleanliness, seating comfort, and interior design can create a strong emotional impression on consumers. Donovan et al. (1994) also developed this concept in a retail context by showing that a pleasant store atmosphere can increase the duration of visits and the likelihood of impulse purchases. In the café business, atmosphere becomes even more crucial because consumers come not only to buy products but also to enjoy a more holistic experience, such as socializing, working, or just relaxing. Chandra et al. (2022) and Gultum Miranda (2021) found that café atmosphere significantly influences consumer purchasing decisions. Similarly, research by Khuong and Duyen (2016) showed that environmental cues strongly affect consumer satisfaction and loyalty.

Location

Location is a fundamental element in business success, especially in the service industry such as cafés. Kotler and Keller (2016) emphasize that choosing the right location can determine the number and type of consumers that will be accessed by a business. Locations that are close to social activity centers, have good accessibility, and high visibility significantly increase the chances of consumer visits. The theory of the importance of location is supported by the Gravity Model in economic geography, which states that the attractiveness of a location for consumers to visit is positively correlated with its size and accessibility, and negatively correlated with distance.

In practice, cafés located in high-traffic areas or close to target communities will have a competitive advantage compared to cafés in less strategic locations. Empirical studies by Nurcahyo and Haryanto (2019), Rafika and Yulhendri (2020), and Oktavianingsih and Rusham (2022) confirmed that strategic location is positively associated with consumer purchase decision. Other studies, such as Liswandany et al. (2022), Fitriyasari et al. (2022), and Millah and Sujani (2024), also demonstrated the combined effect of location with WOM and service quality in shaping consumer choices.

3. Methodology

This study uses a quantitative approach with an associative method, which aims to determine the relationship between independent and dependent variables. The research was conducted in five cafes located on Jalan Pahlawan Kusuma Bangsa No. 39, Kediri. The population in this study consisted of all consumers who visited the cafes, with an undefined number that is difficult to calculate with certainty. Sampling was carried out using non-probability sampling techniques, namely purposive sampling and accidental sampling, with a total of 100 respondents. The sample size was determined based on the number of indicators multiplied by five.

The data source used in this study is primary data, collected using a questionnaire containing 20 indicators measured on a Likert scale of 1–5. Data collection techniques were carried out through observation, interviews, and questionnaire distribution. The variables in this study consisted of independent variables, namely word of mouth (X_1), cafe atmosphere (X_2), and location (X_3), as well as the dependent variable, namely purchasing decisions (Y).

The data analysis techniques included validity and reliability tests, classical assumption tests such as normality, multicollinearity, heteroscedasticity, and autocorrelation, as well as multiple linear regression analysis to determine the influence between variables.

4. Empirical Findings/Result

Characteristics of Research Respondents
In this study, the characteristics of the respondents studied include gender and age. The purpose of this characteristic sorting is to see the distribution of respondents descriptively and to find out which group is the most dominant in providing responses to the influence of word of mouth, cafe atmosphere, and location on consumer purchasing decisions in the Gang Skena area, Kediri City.

Table 1. Characteristics of Research Respondents

Category	Sub Category	Quantity (people)	Persentase (%)
Gender	Man	41	41%
	Woman	59	59%
Age	< 20 years	37	37%
	> 20 years	63	63%

	Total	100	100%

Source: processed original data (2025)

Based on the table above, it can be seen that of the 100 respondents involved in the study, the majority were female, namely 59 people or 59%, while men were 41 people or 41%. This shows that women are more dominant in providing responses to the questionnaire, which may indicate a greater interest in social activities such as hanging out in cafes, or a higher level of involvement in answering the survey. Meanwhile, when viewed from the age category, most respondents were over 20 years old, namely 63 people or 63%. While respondents under 20 years old numbered 37 people or 37%. This indicates that cafe consumers in the Gang Skena Kediri area are dominated by young adults, who psychologically and financially tend to be independent in determining purchasing decisions. This characteristic is relevant in examining the factors that influence consumer decisions, because they have more established experience and preferences for the cafe atmosphere and location selection.

Instrument Test
Validity test
The validity test is conducted to determine whether the instruments used in this study are capable of accurately measuring the variables they are intended to measure. A statement is considered valid if the Pearson product-moment correlation coefficient is greater than the critical value of *r table*. In this study, the *r table* value with a sample size of 100 and a significance level of 5% is 0.1966. The variables tested include Word of Mouth, Café Atmosphere, Location, and Purchase Decision, each measured by five items. The detailed results of the validity test are presented in the following table:

Table 2. Validity Test Results

No.	Variable	Statement Code	*r table*	Pearson Product Correlation	Description
1	Word of Mouth	X1.1	0.1966	0.723	Valid
2	Word of Mouth	X1.2	0.1966	0.821	Valid
3	Word of Mouth	X1.3	0.1966	0.663	Valid
4	Word of Mouth	X1.4	0.1966	0.645	Valid
5	Word of Mouth	X1.5	0.1966	0.697	Valid
6	Café Atmosphere	X2.1	0.1966	0.784	Valid
7	Café Atmosphere	X2.2	0.1966	0.819	Valid
8	Café Atmosphere	X2.3	0.1966	0.785	Valid
9	Café Atmosphere	X2.4	0.1966	0.819	Valid
10	Café Atmosphere	X2.5	0.1966	0.737	Valid
11	Location	X3.1	0.1966	0.705	Valid
12	Location	X3.2	0.1966	0.735	Valid
13	Location	X3.3	0.1966	0.737	Valid
14	Location	X3.4	0.1966	0.780	Valid
15	Location	X3.5	0.1966	0.781	Valid
16	Purchase Decision	Y.1	0.1966	0.788	Valid
17	Purchase Decision	Y.2	0.1966	0.690	Valid

18	Purchase Decision	Y.3	0.1966	0.733	Valid
19	Purchase Decision	Y.4	0.1966	0.854	Valid
20	Purchase Decision	Y.5	0.1966	0.785	Valid

Source: processed original data by SPSS (2025)

Based on the table above, it is evident that all statement items for each variable—Word of Mouth, Café Atmosphere, Location, and Purchase Decision—have Pearson correlation values greater than the critical value of *r table* (0.1966). This indicates that all items are valid and can be used as appropriate instruments to measure each respective variable. Therefore, the validity of the instrument items in this study is confirmed.

Reliability Test
The reliability test was conducted on the items previously confirmed as valid. A variable is considered reliable if the responses to its statements are consistent. The reliability coefficient is used to assess the internal consistency of the items within each variable. This test was performed using the SPSS software. The reliability results for each variable are presented in the following table:

Table 3. Reliability Test Results

| No	Variable	Cronbach's Alpha	Reliability Standard	Description
1	Word of Mouth (X1)	0.749	> 0.60	Reliable
2	Café Atmosphere (X2)	0.848	> 0.60	Reliable
3	Location (X3)	0.798	> 0.60	Reliable
4	Purchase Decision (Y)	0.824	> 0.60	Reliable

Source: processed original data by SPSS (2025)

As shown in the table above, all variables meet the reliability criterion, with Cronbach's Alpha values greater than 0.60. Specifically, the Word of Mouth variable (X1) has a value of 0.749, Café Atmosphere (X2) is 0.848, Location (X3) is 0.798, and Purchase Decision (Y) is 0.824. These results indicate that the instrument used to measure each variable is consistent and dependable. Therefore, it can be concluded that all four variables are reliable for use in this research.

Traditional assumption test
Test of normality
In this study, data normality testing uses a normal probability plot graphic approach. Detect normality by looking at the distribution of data (points) on the diagonal axis of the graph. The results of the data normality test obtained are as follows:
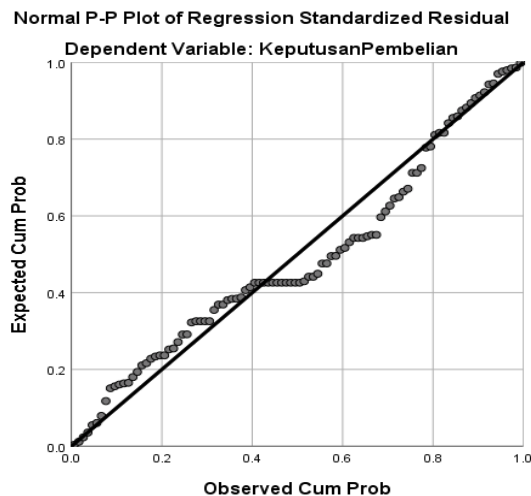
Figure 1. Results of the Normalcy Test
Source: processed original data by SPSS (2025)

Based on the results in the image above, it shows that the plotting points in the normal image P-P Plot of Regression Standardized Residual always follow and approach the diagonal line. Therefore, as the basis or guideline for decision making in the normality test of the probability plot technique, it can be concluded that the residual values are normally distributed. Thus, the assumption of normality for the residual values in the simple linear regression analysis in this study can be met.

Test of Multicollinearity
This test is intended to see whether there are two or more independent variables that are linearly correlated. If this condition occurs, we will have difficulty distinguishing the influence of each independent variable on the dependent variable. To detect the presence of multicollinearity symptoms in the research model, it can be seen from the tolerance value or the Variance Inflation Factor (VIF) value. The tolerance limit is > 0.10 and the VIF limit is < 10.00, so it can be concluded that there is no multicollinearity among the independent variables. The results of the multicollinearity test in this study are shown in the following table:

Table 4. Results of the Multicollinearity Test

| Coefficientsª			
		Collinearityl Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Word of Mouth	.450	2.221
	Café Atmosphere	.410	2.439
	Location	.410	2.441

Source: processed original data by SPSS (2025)

Based on the table above, it can be concluded that the data in this study does not experience multicollinearity. This can be seen from the tolerance value which is

greater than 0.10 and the Variance Inflation Factor (VIF) value which is less than 10.00, so it can be concluded that there is no multicollinearity among the independent variables.

Test of Heteroscedasticity

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is a model that does not experience heteroscedasticity (Ghozali, 2013). To determine heteroscedasticity, a scatterplot graph can be used. The results of the heteroscedasticity test obtained are as follows:
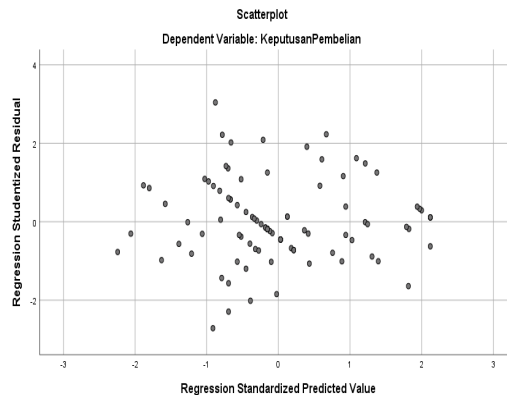
Figure 2. Scatter Plot

Source: processed original data by SPSS (2025)

Based on the results of the heteroscedasticity test conducted using the scatterplot method, it can be seen that the residual points are randomly distributed and do not form a particular pattern. The distribution of points does not form a clear pattern such as a fan (funnel), cone, wave, or curved pattern which is usually an indication of heteroscedasticity. Instead, the points are evenly distributed both above and below the zero line on the Y-axis, with a consistent distribution density along the predicted value. There is no concentration that indicates an increase or decrease in residual variance against the predicted value.

Test of Auto Correlation

The auto-correlation test is conducted to see whether there is a correlation between a period t and the previous period (t -1). A good regression model is a regression that is free from auto-correlation or does not occur auto-correlation. To find out by comparing the D-W value with the d value from the Durbin-Watson table. The results of the auto-correlation test in this study are shown in the following table:

Table 5. Results of the Auto Correlation Test

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.826[a]	.683	.673	1.39664	2.157

Source: processed original data by SPSS (2025)

Based on the table above, the DW value can be known as 2.157, this value will be compared with the significance table value of 5%, with a sample size of 100 (n) and the number of independent variables 3 (k = 3), then the du value is 1.7634. The DW value of 2.157 is greater than the upper limit (du) which is 1.7634 and less than (4-du) or 4 - 1.7634 = 2.2366. So it can be concluded that in this study there is no autocorrelation.

Analysis of Regression

After all classical assumption tests are met, multiple linear regression analysis is then carried out. The results of the multiple linear regression equation to see the influence of word of mouth, work atmosphere, and location on purchasing decisions are shown in the results of the regression calculation as in the table below:

Results of Multiple Linear Regression and T Test

Table 6. The Personality Effects of Word of Mouth, Café Atmosphere and Location

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.904	1.335		1.426	.157
	Word of Mouth	.371	.089	.355	4.142	.000
	Café Atmosphere	.301	.083	.326	3.629	.000
	Location	.246	.091	.243	2.706	.008

Source: processed original data by SPSS (2025)

Based on the table above, the following regression equation is obtained:

$Y = 1.904 + 0.371X1 + 0.301X2 + 0.246X3 + e$

In the regression equation model, a constant value of 1.904 is obtained. The coefficient value indicates that when it is assumed that there is no change in the word of mouth, work atmosphere, and location variables, the change in the constant purchasing decision is 1.904. Thus, the tendency for purchasing decisions to increase relatively without considering the word of mouth, work atmosphere, and location variables.

In the multiple regression equation, it is also known that word of mouth has a positive regression coefficient of 0.371. A positive coefficient value indicates that the higher the word of mouth, the tendency for purchasing decisions to increase by 0.371 assuming other factors besides the work atmosphere and location are considered constant and vice versa. Based on the table above, it is shown that the word of mouth variable has a significant value of 0.000 where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significant value is <0.05, it can be concluded that the word of mouth variable has a significant effect on purchasing decisions. The results obtained indicate that H0 is rejected and H1 is accepted, and it can be concluded that word of mouth has a significant effect on purchasing decisions.

In the multiple regression equation, it is also known that the cafe atmosphere has a positive regression coefficient of 0.301. The coefficient value with a positive sign indicates that the higher the cafe atmosphere, the tendency of purchasing decisions will increase by 0.301 assuming other factors besides word of mouth and location are considered fixed or constant and vice versa. Based on the table above, it is shown that the cafe atmosphere variable has a significant value of 0.000 where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significant value is <0.05, it can be concluded that the cafe atmosphere variable has a significant effect on purchasing decisions. The results obtained indicate that H0 is rejected and H2 is accepted, and it can be concluded that the cafe atmosphere has a significant effect on purchasing decisions.

In the multiple regression equation, it is also known that location has a positive regression coefficient of 0.246. The coefficient value with a positive sign indicates that the higher the location, the tendency of purchasing decisions will increase by 0.246 assuming other factors besides word of mouth and cafe atmosphere are considered fixed or constant and vice versa. Based on the table above, it is shown that the location variable has a significant value of 0.008 where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significant value is <0.05, it can be concluded that the location variable has a significant effect on purchasing decisions. The results obtained indicate that H0 is rejected and H3 is accepted, and it can be concluded that location has a significant effect on purchasing decisions.

Coefficient of Determination (R Square)

The coefficient of determination (R^2) from the regression results shows how much the dependent variable can be explained by the independent variables. The following are the results of the coefficient of determination test:

Table 7. R Square Test Results

		Model Summary[b]			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.826[a]	.683	.673	1.39664	2.157

Source: processed original data by SPSS (2025)

Based on the table above, it shows that the magnitude of the determination coefficient is 0.683. This means that the contribution of the word of mouth variable, cafe atmosphere and location is 68.3%, while the remaining 31.7% is explained by other factors that are not disclosed in this study.

F Test

The f statistic test basically shows how far the influence of independent variables simultaneously in explaining the dependent variable. This simultaneous test is carried out with a significant value below 0.05, then H0 is rejected and Ha is accepted. So it can be said that there is a simultaneous influence between the independent variable and the dependent variable, and vice versa. The following are the results of the F statistic test, which can be seen in the table below:

Table 8. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
ANOVAª						
1	Regression	403.251	3	134.417	68.910	.000[b]
	Residual	187.259	96	1.951		
	Total	590.510	99			

Source: processed original data by SPSS (2025)

Based on the table above, it shows that the independent variable has a significant value of 0.000, where this probability value is less than 0.05. Thus, in accordance with the provisions in the testing criteria, if the significant value is below 0.05, it can be concluded that the word of mouth, cafe atmosphere and location variables together have a significant effect on purchasing decisions.

5. Discussion

The findings of this study reveal that word of mouth, café atmosphere, and location significantly influence consumer purchasing decisions in the Gang Skena area, Kediri City. The regression analysis demonstrated that each independent variable has a positive and statistically significant effect on the dependent variable. Among these, word of mouth exerts the strongest impact, followed by café atmosphere and then location. This implies that consumers are highly influenced by the opinions and recommendations of others when choosing a café, underscoring the importance of social validation in purchasing behavior.

These findings are consistent with the results of previous research by Widyastuti and Said (2017), which confirmed that word of mouth significantly influences purchase intention and consumer trust. Their study, conducted in the culinary sector, emphasized the credibility and persuasive power of peer recommendations. More recent studies strengthen this perspective. Inanta et al. (2023) and Harini (2023) found that word of mouth directly shapes consumer preferences and decision-making in the café industry, while Anastasiei et al. (2025) further demonstrated that electronic word of mouth influences not only purchase intentions but also trust formation through mediating factors. Similarly, Usiña-Báscones (2024) highlighted the growing importance of social media–driven peer validation in shaping lifestyle-related purchasing decisions. Collectively, these findings reinforce that positive word of mouth remains a powerful marketing tool, especially in lifestyle-based services like cafés.

The café atmosphere also plays a crucial role in shaping consumer decisions, as shown by the positive regression coefficient of 0.301. This supports the findings of research conducted by Khuong and Duyen (2016), which highlighted the influence of environmental cues such as lighting, music, cleanliness, and comfort on customer satisfaction and loyalty in the Vietnamese coffee industry. More recently, Al-Kilani et al. (2021) and Maritsha et al. (2025) emphasized that ambience and interior design significantly impact customer experience, satisfaction, and revisit intentions in café and restaurant settings. The Gang Skena area appears to attract young adults who are

not only looking for food and beverages but also for an enjoyable and aesthetically pleasing environment that enhances their social experiences.

Location is also found to have a statistically significant effect, though slightly weaker compared to the other two variables. This result aligns with a study by Nurcahyo and Haryanto (2019), which demonstrated that accessibility, proximity, and convenience directly impact café visitation frequency and purchase decisions. Rafika and Yulhendri (2020) similarly argued that location strengthens consumer loyalty when combined with service quality and ambiance. Although location remains a vital element, its influence may be secondary to emotional and social factors such as atmosphere and peer influence.

The statistical robustness of the study is further supported by classical assumption tests, including normality, multicollinearity, heteroscedasticity, and autocorrelation, all of which were satisfactorily met. The R² value of 0.683 suggests that 68.3% of the variance in purchasing decisions can be explained by the three predictors used, while the remaining 31.7% may be attributed to other factors such as pricing, service quality, promotions, or digital presence elements not explored in this research but worth examining in future studies (Usiña-Báscones, 2024).

Overall, the current findings reinforce the theoretical and empirical understanding of consumer behavior in the hospitality and service industry. The results validate the conceptual framework that emotional (atmosphere), social (word of mouth), and physical (location) factors collaboratively drive purchasing decisions, especially among young adult consumers. The significant influence of word of mouth highlights the need for businesses to manage their reputation proactively, while the importance of atmosphere suggests that investments in interior design and ambience can yield substantial returns.

6. Conclusions

This study aimed to examine the influence of Word of Mouth, Café Atmosphere, and Location on consumer purchase decisions in the Gang Skena area of Kediri City. The findings indicate that each of these variables Word of Mouth, Café Atmosphere, and Location has a significant and positive impact on consumer purchasing behavior when assessed individually. Among them, Word of Mouth emerged as a particularly strong factor, highlighting the importance of consumer recommendations in driving decision-making.

Moreover, the study found that all three variables simultaneously contribute significantly to purchase decisions, accounting for 68.3% of the total variation. This suggests that a combination of strong social influence, a comfortable environment, and a strategic location can effectively shape consumer behavior in this context. The remaining 31.7% is influenced by other factors not covered in this study, indicating room for further exploration.

Based on these conclusions, it is recommended that café businesses in Gang Skena invest more in customer satisfaction by ensuring high product and service quality, which can enhance positive Word of Mouth. Creating an appealing atmosphere through thoughtful interior design, appropriate lighting, clean surroundings, and suitable music can also help retain and attract customers. For future researchers, it is suggested to include additional variables such as product quality, pricing, promotion, or brand image, and to expand the research scope to other café locations or cities to improve the generalizability of the findings.

References:

Al-Kilani, S., et al. (2021). How do restaurant atmospherics influence customer loyalty and word-of-mouth? *International Journal of Hospitality Management, 94*, 102968. https://doi.org/10.1016/j.ijhm.2021.102968

Anastasiei, B., Dospinescu, N., & Dospinescu, O. (2025, April 7). Beyond credibility: Understanding the mediators between electronic word-of-mouth and purchase intention [Preprint]. *arXiv*. https://doi.org/10.48550/arXiv.2504.05359

Chandra, M., Sampe, F., & Tahendrika, A. (2022). Pengaruh store atmosphere dan word of mouth terhadap keputusan pembelian pada Labuan Resto & Cafe Makassar. *Jurnal Ekonomi, Bisnis dan Terapan (Jesit), 3*(2), 229–246. https://doi.org/10.47178/tqy43t58

Chua, B.-L., Lee, S., Goh, B., & Han, H. (2025). Impacts of cruise servicescape on the affective image: The role of perceived crowding and social servicescape. *International Journal of Environmental Research and Public Health, 17*(12), 4439. https://doi.org/10.3390/ijerph17124439

Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (1994). Store atmosphere and purchasing behavior. *Journal of Retailing, 70*(3), 283–294. https://doi.org/10.1016/0022-4359(94)90037-X

Fitriyasari, A., Ryandini, E. Y., & Tomy. (2022). Pengaruh electronic word of mouth, kualitas layanan, dan lokasi usaha terhadap keputusan pembelian di Kafe BnD Surabaya. *Jurnal Eksekutif, 19*(2), 223. https://doi.org/10.60031/je262062

Gultum, M. S. (2021). Pengaruh store atmosphere dan word of mouth promotion terhadap keputusan pembelian pada Cafe Kopi Pedalaman Jambi. *Jurnal Dinamika Manajemen, 9*(4). https://doi.org/10.22437/jdm.v9i4.24956

Harini, C., Handayani, S., Pranidana, S. A., Wulan, H. S., & Budi H, L. (2023). Influence store atmosphere and word of mouth on the purchase decision mediated buying interest (Studies on Aneka Jaya Consumers). *Journal of Management Science (JMAS), 6*(3), 298-305. https://doi.org/10.35335/jmas.v6i3.269

Inanta, G. D., Elwisam, & Digdowiseiso, K. (2023). The influence of service quality, shop atmosphere and word of mouth on purchasing decisions at coffee shops such as Lenteng Agung South Jakarta City. *Syntax Admiration, 4*(4), 689–699. https://doi.org/10.46799/jsa.v4i4.877

Kamil, Z., Jaelani, A. Q., & Rizal, M. (2023). Pengaruh word of mouth, kualitas layanan, kualitas produk dan lokasi terhadap keputusan pembelian konsumen. *El–Jurnal Riset Manajemen Prodi Manajemen 8(1), 1-22.*

Khuong, M. N., & Duyen, H. T. M. (2016). Personal factors affecting consumer purchase decision towards men's skin care products – A study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance, 7*(2), 44–50. http://dx.doi.org/10.18178/ijtef.2016.7.2.497

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Kumar Mishra, M., Kesharwani, A., Gautam, V., & Sinha, P. (2022). Stimulus-Organism-Response (S-O-R) model application in examining the effectiveness of public service advertisements. *International Journal of Business, 27*(2).

Liswandany, F., Fitriyah, Z., & Supriyono. (2022). Pengaruh lokasi dan word of mouth terhadap keputusan pembelian pada Dolan Kopi Surabaya. *Seiko: Journal of Management & Business, 5*(2), 2022–2071. https://doi.org/10.37531/sejaman.v5i2.1910

Maritsha, K., Wijaya, L. T., Kusuma, N., Dania, W. A. P., & Puspita, D. (2025). Preferences towards café selection: An empirical study. *Journal of Engineering and Management in Industrial System, 13*(1), 39–49. https://doi.org/10.21776/ub.jemis.2025.013.01.4

Millah, F., & Sujani. (2024). Pengaruh kualitas produk, word of mouth dan lokasi terhadap keputusan pembelian konsumen di Joel Cafe Menganti Gresik. *JEBS: Jurnal Ekonomi, Bisnis, dan Sosial, 2*(3), 93–103.

Nurcahyo, B. H., & Khasanah, I. (2016). Analisis pengaruh persepsi harga, kualitas pelayanan, lokasi, dan word of mouth terhadap keputusan pembelian. *Diponegoro Journal of Management, 5*, 1–16.

Nurcahyo, D., & Haryanto, J. O. (2019). Pengaruh lokasi, harga, dan kualitas pelayanan terhadap keputusan pembelian pada Café di Kota Semarang. *Jurnal Ilmu dan Riset Manajemen, 8*(6), 1–18.

Oktavianingsih, N., & Rusham. (2022). Pengaruh promosi, lokasi dan word of mouth terhadap keputusan pembelian pada Kedai Blok B Kopi. *Jurnal Manifest, 2*, 276–295.

Rafika, N. A., & Yulhendri. (2020). The effect of store atmosphere, product quality, customer satisfaction and electronic word of mouth on customer loyalty in Gubuk Coffee Padang. *Advances in Economics, Business and Management Research, 124*, 797–802. https://doi.org/10.2991/aebmr.k.200305.146

Usiña-Báscones, G., García-Umaña, A., Veas-González, I., Celi-Pinza, D., Llamo-Burga, M., López-Pastén, I., Ortiz-Regalado, O., & Carrión-Bósquez, N. (2024). Analysis of the Factors Influencing the Intention to Share Information: Word-of-Mouth About Fast-Food Restaurants. *Foods*, *13*(22), 3559. https://doi.org/10.3390/foods13223559

Widyastuti, U., & Said, M. (2017). The influence of word of mouth and brand image on purchase decision. *Jurnal Manajemen dan Kewirausahaan, 19*(2), 117–122. https://doi.org/10.9744/jmk.19.2.117-122